

## Message Text

UNCLASSIFIED

PAGE 01 HONG K 06935 020659Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----046261 022101Z /70  
R 020404Z JUN 78  
FM AMCONSUL HONG KONG  
TO SECSTATE WASHDC 659  
INFO USDOC WASHDC

UNCLAS HONG KONG 6935

STATE FOR EA/PRCM  
COMMERCE FOR OIM

E.O. 11652: N/A  
TAGS: BEXP, HK  
SUBJECT: CCP REPORT 2ND QUARTER - FY'78

REF: STATE 42305

1. ALL CAMPAIGN AND NON-CAMPAIGN OBJECTIVES ON SCHEDULE WITH  
FOLLOWING EXCEPTIONS:

- (A) CAMPAIGN NO. 1, ACTIONS 1-3 CANCELLED.
- (B) CAMPAIGN NO. 2, ACTIONS 1-3 ORIGINALLY CANCELLED, BUT  
POSSIBILITY NOW EXISTS OF MOUNTING SOME TYPE OF PROMOTION TO  
TIE INTO SEMINAR ON MEETING U.S. PRODUCT STANDARDS, TO BE PRESENTED  
BY FEDERATION OF HK INDUSTRIES IN SEPTEMBER, 1978.
- (C) CAMPAIGN NO. 5, ACTIONS 1-2, SEMINAR HELD IN FEBRUARY 1978  
INSTEAD OF OCTOBER 1977.

2. DURING 2ND QTR. POST SUBMITTED 38 TRADE OPPORTUNITIES AND  
PROCESSED 57 WTDRS AND 16 ADS. BRIEFINGS AND ASSISTANCE WERE  
GIVEN TO 80 VISITING U.S. BUSINESSMEN.

3. IN JANUARY, POST SUBMITTED POST CONDUCTED MARKET RESEARCH  
ON HK MARKET FOR FOOTWEAR. ALSO ASSISTED STATE OF FLORIDA  
NON-IOGA TRADE MISSION. DURING 2ND QTR., MAJOR COMMERCIAL  
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ACTIVITY CENTERED AROUND AMERICAN FORTNIGHT '78.

4. IN ANSWER TO REFTTEL, ITEMS CANCELLED (PARA. 1(A) & (B)  
ABOVE) DID NOT AFFECT ALLOCATION OF FINANCIAL RESOURCES  
BECAUSE ALL FUNDING FOR THOSE ACTIONS CAME FROM AMERICAN  
FORTNIGHT COMMITTEE, NOT REPEAT NOT POST FUNDS. AS EVENTS  
WERE CANCELLED AFTER EXTENSIVE RECRUITING EFFORTS, PERSONNEL

RESOURCES WHICH WOULD HAVE BEEN INVOLVED IN SHOW MANAGEMENT WERE REALLOCATED TO OTHER ASPECTS OF AMERICAN FORTNIGHT TO ENHANCE SUCCESS OF OTHER PROMOTIONAL EFFORTS.

5. THE FORTNIGHT ITSELF WAS SUCCESSFUL AS A MAJOR PROMOTION OF CONSUMER GOODS AND FOOD PRODUCTS. ALTHOUGH PRECISE FIGURES ARE NOT AVAILABLE, DEPARTMENT STORE OWNERS REPORTED INCREASED OVERALL SALES OF BETTER THAN 20 PERCENT WITH U.S. GOODS DOMINATING THAT FIGURE. INCREMENTAL PURCHASES AGGREGATED APPROXIMATELY US\$500,000 BY THE STORES. SHOESMITH

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## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Review Markings:**  
Sheryl P. Walter  
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